

95. The method according to claim 94 and also comprising:
booking or purchasing the pay program.
96. The method according to claim 94 and wherein the displaying a pay television program comprises displaying the pay television program without accompanying audio if a booking or purchasing request has not been made.
97. The method according to claim 96 and also comprising:
after a booking or purchasing request has been made:
displaying the pay television program with accompanying audio.
98. The method according to claim 97 and also comprising:
after a booking or purchasing request has been made:
displaying the pay television program on the display in full screen format.
99. Apparatus for booking or purchasing a pay television program, the apparatus comprising:
a display displaying a first television program, the display being operative to also display a pay television program in picture-in-picture (PIP) format; and
payment apparatus allowing a booking or purchasing request for the pay program to be made.
100. Apparatus according to claim 99 and wherein the displaying a pay television program comprises displaying the pay television program without accompanying audio if a booking or purchasing request has not been made.

101. Apparatus according to claim 100 and wherein, after a booking or purchasing request has been made, the pay television program is displayed with accompanying audio.

102. Apparatus according to claim 101 and wherein, after a booking or purchasing request has been made, the pay television program is displayed on the display in full screen format.

103. Apparatus for booking or purchasing a pay television program, the apparatus comprising:

display means for displaying a first television program, the display means being operative to also display a pay television program in picture-in-picture (PIP) format; and

payment means for allowing a booking or purchasing request for the pay program to be made.

104. Apparatus according to claim 103 and wherein the displaying a pay television program comprises displaying the pay television program without accompanying audio if a booking or purchasing request has not been made.

105. Apparatus according to claim 104 and wherein, after a booking or purchasing request has been made, the pay television program is displayed with accompanying audio.

106. Apparatus according to claim 105 and wherein, after a booking or purchasing request has been made, the pay television program is displayed on the display in full screen format.--